

Application No. 09/878,707
Amendment dated April 4, 2007
Reply to Office Action of October 5, 2006

AMENDMENTS TO THE ABSTRACT:

Please replace the abstract on page 19 with the following:

A demand-driven market for products is created. Individual dealer demand is determined by comparison of a dealer's desired inventory to the actual inventory and/or sales history for the products, which is collected from the dealers on a recurring basis. Individual dealer demand is aggregated and those products having demand greater than a threshold level are determined to have market making potential. Supply is sought for each product having market making potential. A demand-driven market is created for each product having market making potential for which sufficient supply can be identified.